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The "Supreme Court of the Fruit World" Awards Highest Wilder Medal to this Apple!



Stark's Golden Delicious
Actual Size

WHAT the Supreme Court is to American law, the American Pomological Society is to American fruit and horticulture. For 75 years it has been the unquestioned authority on all questions pertaining to fruit on the Western Hemisphere.

At its 1920 meeting this Society gave to the Golden Delicious the highest tribute ever bestowed upon an apple—the *only* Wilder Silver Medal (see cut of same below) that has ever, with one exception, been granted to an apple during the last 35 years. The Silver Medal is the greatest medal ever given by the Society.

This means that the

American Pomological Society Gives Its Highest Award

to our Golden Delicious. And, when this authoritative body has thus placed its official stamp of approval on this apple, it assures you that this golden apple is a truly great fruit achievement — one worthy of your confidence — your purchase — your planting for profit and pleasure.

STARK TREES BEAR FRUIT
STARK TRADE MARK
REG. U. S. PATENT OFFICE

Stark's Golden Delicious

What This Means To You

TO YOU who may have been waiting to see Stark's Golden Delicious "prove itself," here is indisputable proof—here is the evidence of the esteem in which this superb fruit, and the tree that bears it, is held by the foremost pomological experts, horticulturists and orchardists all over America.

This Society watched the development, testing and success of this great, big glowing golden apple for several years before giving it this, the supreme honor.

On the Committee on the Wilder Medal Award were such eminently conservative authorities as:

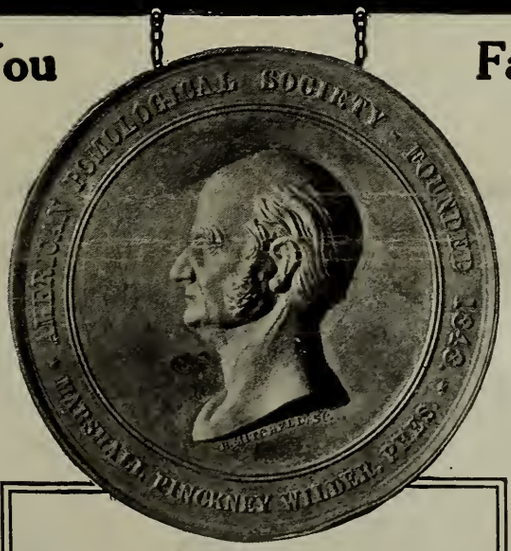
Prof. C. P. Close
—Official Pomologist, U. S. Dep't Agriculture, Washington, D. C.

Prof. W. J. Green
—State Horticulturist, Ohio Experiment Station.

Prof. N. E. Hansen
—An acknowledged leader in American Horticultural Research Work and Fruit Breeding.

Gathered with these men and concurring in their unanimous verdict in favor of the Golden Delicious, at the last meeting of the American Pomological Society, were such noted figures in the world of pomology and horticulture as Dr. Liberty H. Bailey, Dean of Horticultural College, Cornell University, and Author of the world famous Standard Encyclopaedia of American Horticulture—and the foremost horticulturists and fruit experts from practically every Horticultural College and Experiment Station in the United States.

The action of these men in endowing the Golden Delicious with the greatest distinction in their power certainly is assurance to you that you will find satisfaction and profit in planting our trees that bear such abundant crops of these big, wondrous flavored, handsome, golden apples.



The Wilder Medal

The Wilder Medal is the Nobel Prize of the fruit world. It was provided for by a Trust Fund left in 1886 by the late Marshall P. Wilder, Scientist and Pomologist, who was President of the American Pomological Society for 38 years—with instructions that it was to be awarded to a fruit only after exhaustive investigation had produced proof of that fruit's supreme merit.

This decision to give the Wilder Medal to Golden Delicious, proves our judgment that it is the long-keeping perfect yellow apple that fruit growers have been waiting for for a century.

Famous $5,000.00 Apple

THIS now highly honored apple was discovered by us years ago—being borne in bumper crops year after year, in a little, neglected orchard on a barren West Virginia mountain side where all other fruit trees were failures.

We immediately bought this remarkable tree for $5,000.00—the highest price on record for a single tree. How we placed this tree in a "burglar proof cage" (see photo elsewhere in this announcement) has been told to millions by magazines and moving picture shows throughout the United States. And for years we have propagated hardy, vigorous, fast-growing and young-bearing trees from "the wood" of this original tree.

The apples they are bearing are easily the finest yellow apples we have ever seen or eaten or tested out for long-keeping ability in our entire 104 years of nursery and orcharding history. *Much* superior to Grimes Golden in appearance, in size, in flavor and in every point of quality. Keeps 4 months longer in ordinary storage than Grimes Golden. Fills the Grimes Golden market and home demand months after that apple is rotted and gone.

Eloquent proof of its truly amazing keeping qualities are furnished to us by one of the leading members of the American Pomological Society, Prof. J. C. Whitten, for 25 years Dean of Horticulture, Missouri Agriculture College and now Prof. Horticulture and Forestry at University of California. Turn to page five of this announcement and read his remarkable experience with Stark's Golden Delicious as they came out of storage on July 15th—*nine months after being picked from trees!* (See cut of apples in front of July calendar on page 5.)

American Pomological Society is the Arbiter of Horticulture of America

THE fruit growers of this country owe a great debt of gratitude to the American Pomological Society. Ever since its formation in 1848, this Society has worked steadily and successfully towards the improvement of every phase of the fruit industry. Membership in this organization of progressive horticulturists and orchardists cannot fail to be of real benefit to any man interested in fruit raising.

Included in the advantages of membership in this splendid body are protection for fruit growers against uncertain varieties—exchange of new and promising new varieties—authentic information regarding success or failure of any and all varieties of fruits in various sections, soils and climates.

It is a powerful organization—one worthy of everyone's confidence and support—devoted to the general improvement of the entire fruit industry. We would fail in our duty if we neglected to advise every fruit-raiser, little or big, to affiliate with this Society. For particulars, write Prof. E. P. Lake, Sec'y American Pomological Society, U. S. Dept. of Agriculture, Washington, D. C.

We Are Planting Golden Delicious by the Thousand in Our Own Orchards

Members of our firm have carefully watched the Stark's Golden Delicious tree and its superb fruit in test orchards all across America. During this and last season we have made especially large plantings of this tree in our own personal orchards.

That shows what *we* think of it!

We are doing this because, like J. L. Webster, the well-known Wenatchee, Wash., grower, we *know* that *"Stark's Golden Delicious is a strong grower and heavy bearer.* Its apples do not drop off. Keeping quality equal to Old Winesap. Eating quality equal to Stark's Delicious. It will surely excel in the World's apple markets."

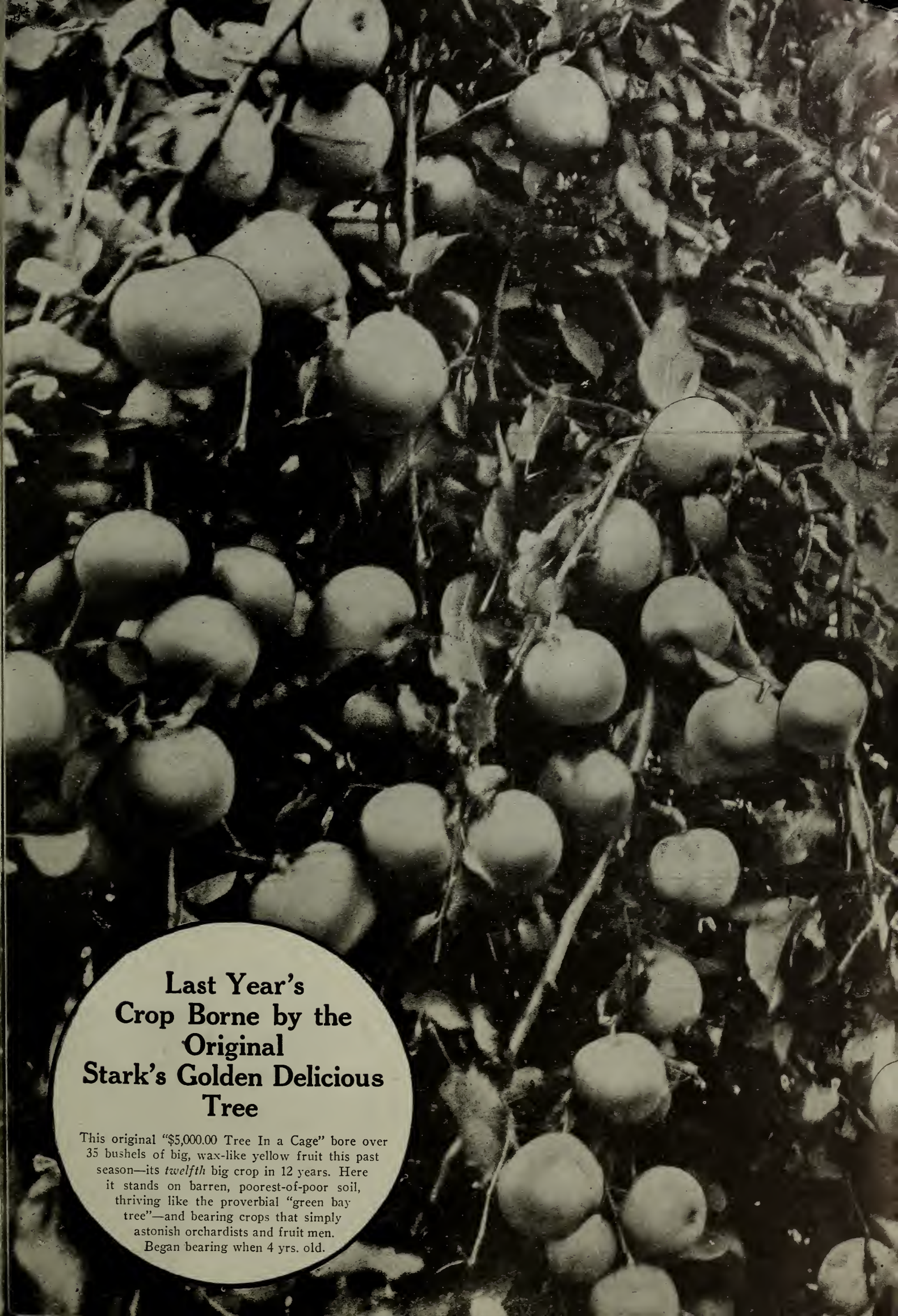
So—you see—we are practicing what we are preaching. We are confident that you, too, will profit in a big, satisfactory way by making a generous planting of these splendid trees this season.

STARK TREES BEAR FRUIT
STARK TRADE MARK
REG. U. S. PATENT OFFICE

Stark's Golden Delicious
Greatly Reduced

Stark's Golden Delicious

The photo above shows branch of 1918 crop of one Golden Delicious Tree. This was the THIRD big crop *within* 4½ *years* after top grafting. Just imagine it! On a measured 14 inches of this one limb there were 29 large apples "as thick as they could stick on the branch."



Last Year's Crop Borne by the Original Stark's Golden Delicious Tree

This original "$5,000.00 Tree In a Cage" bore over 35 bushels of big, wax-like yellow fruit this past season—its *twelfth* big crop in 12 years. Here it stands on barren, poorest-of-poor soil, thriving like the proverbial "green bay tree"—and bearing crops that simply astonish orchardists and fruit men. Began bearing when 4 yrs. old.



The $5,000 Tree in a Cage.

This is a complete view of this tree—in its burglar-alarm-protected cage on a West Virginia Mountain. Owned by Stark Bro's.

Stark's Golden Delicious Scores Another World's Record As a Young and Heavy Bearer

THE photo at the right bears striking testimony to this fact. It was sent us, unsolicited, by Prof. J. R. Cooper, well-known Horticulturist of The State of Arkansas. This Stark's Golden Delicious tree was obtained from our nurseries two years ago by the University of Arkansas and set out in their orchards.



2 Year Tree

The Second Season After It Was Planted It Bore the Crop That You See in the Photo

Fourteen (14) splendid size apples looking like big globes of shining golden wax—possessing an alluring aroma and a flavor like an exquisite combination of a perfect Grimes Golden and a prize-winning red Stark Delicious—ninety-nine out of a hundred people who eat it say—*"The best yellow apple I ever ate in my life."*

Below you will see a photo of a box of Stark's Golden Delicious from the orchards of J. L. Webster, a leading American orchardist, of Wenatchee, Wash., U. S. A.

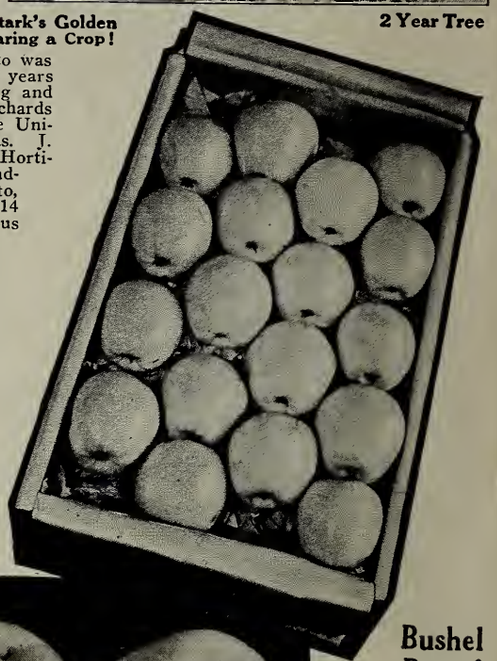
In writing to us this past season of his wonderful apple crop, Mr. Webster said: "Stark's Golden Delicious is a winner, because it is a strong grower, a heavy bearer, does not drop as do some varieties. Another thing, its stems do not pull out easily."

"Since Its Keeping Quality Is Equal to the Old Winesap and Its Eating Quality Equal to That of Stark Delicious, Stark's Golden Delicious Will Surely Excel in the Apple Markets of the World."

These Stark's Golden Delicious were "orchard run" and even though they were packed ungraded, they averaged 64 apples to the bushel—every bit as fine in every detail as Stark's Golden Delicious grown in Mid-west and Eastern states—and sold for $5.00 per box. Note that they have the typical elongated Stark Delicious shape and are "as big as your two fists."

A Two-Year-Old Stark's Golden Delicious Tree Bearing a Crop!

When above photo was taken it was only 2 years old. It is growing and *bearing* in the orchards connected with The University of Arkansas. J. R. Cooper, State Horticulturist, when sending us this photo, wrote, "It bore 14 fine Golden Delicious this season!"



A typical box of Stark's Golden Delicious (*to right*) from orchards of J. L. Webster, Wenatchee, Wash., one of the leading if not foremost apple growers of the Northwest, in perfect condition after 2500 mile trip in ordinary boxes. Read Mr. Webster's statement above.

Keeps Perfect Appearance and Flavor Four Months Longer Than Grimes Golden

See group of Stark's Delicious and calendar below. Here is our reason for showing you this photo:

Prof. J. C. Whitten, the acknowledged fruit authority, formerly of Missouri, now Professor of Horticulture, University of California, wrote us:—"I received on *July 15th,* Stark's Golden Delicious apples (picked last fall) in thoroughly crisp and juicy condition. Flavor was very sprightly despite long time storage and several handlings. I have never eaten an apple, coming out of storage this late, which retained so fully its normal crisp texture. It far outstrips Grimes Golden."

Has Beaten Every Record for Yellow Apples as a Long Distance Shipper

The firm smooth skin of a Stark's Golden Delicious, with its tenacious qualities (like red Stark Delicious) makes this apple a superb shipper.

We have made test shipments of Stark's Golden Delicious from coast to coast—and it stood them all. Look at these Golden Delicious from Mr. Webster's Wenatchee orchards. See their perfect condition after journeying through eight states (over 2500 miles) to our Louisiana, Mo., headquarters.

Its regularity of shape makes it an ideal packing apple. The fact that any bruises its flesh may get *dry up,* instead of rotting, is another invaluable shipping quality.

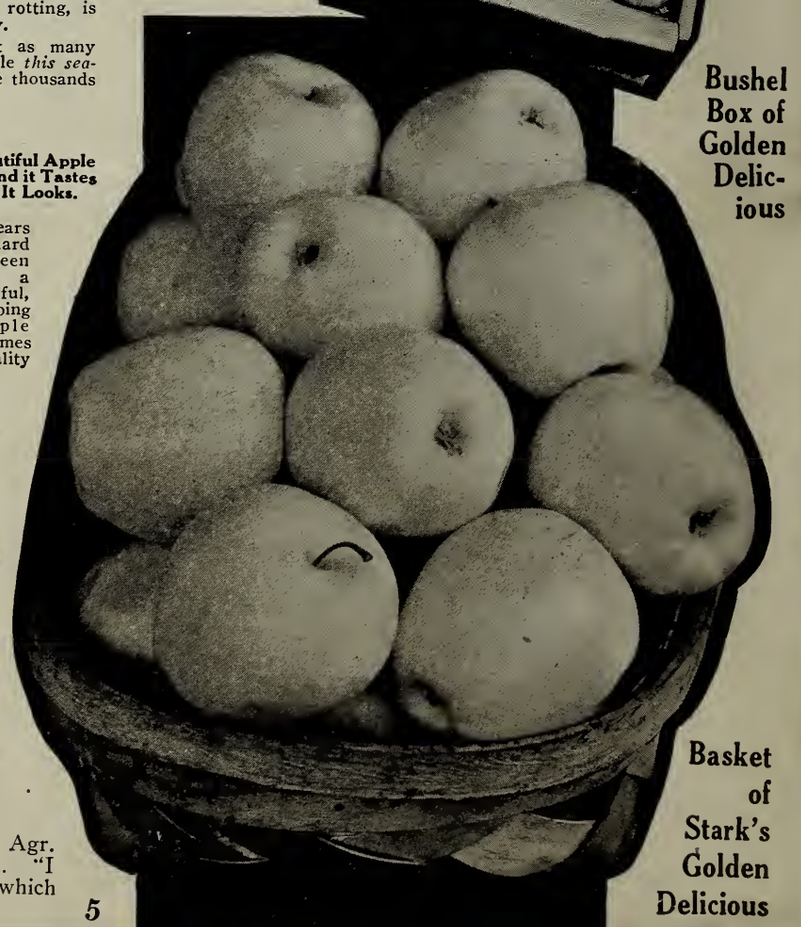
Make up your mind to plant as many Stark's Golden Delicious as possible *this season!* WE are planting them by the thousands and thousands.



The Most Beautiful Apple in the World and it Tastes Better Than It Looks.

For 50 years American orchard growers have been looking for a widely successful, long-keeping golden apple equaling Grimes Golden in quality and without Grimes Golden tree weakness. In this apple we have found it—in Golden Delicious. For 25 years we have been looking for just such an apple — a worthy teammate for the greatest of all red apples — Stark Delicious.

STARK TREES
Trade Mark Reg. U. S. Pat. Off.



Bushel Box of Golden Delicious

Basket of Stark's Golden Delicious

"IT FAR OUTKEEPS GRIMES GOLDEN,"

rites Prof. J. C. Whitten, for 25 years Dean of Horticulture, Missouri Agr. ollege—now Prof. Horticulture and Forestry, University California. "I ve never eaten an apple coming out of storage this late (July 15th) which tained so fully its normal crisp, juicy condition."

"Finest, Showiest Apple the Big Buyers Ever Saw!"



Stark's Golden Delicious

Declares Silas Wilson, owner of the Famous 750-Acre Wilson Orchards

"All the big apple buyers from the fruit commission houses who visited my orchards this season agreed that Stark's Golden Delicious is the finest, showiest apple they ever saw!"

This great apple grower, when he visited our Louisiana, Mo., nurseries, couldn't find words to satisfy himself in praising Golden Delicious. "The Stark's Golden Delicious tree is as hardy as Wealthy and Stark Delicious!" he stated time and time again—and this gentleman knows what he is talking about—for

It Took 150 Big Refrigerator Cars to Carry Silas Wilson's Crop to Market this Past Season.

He raises all varieties of *good* apples—grows them on Stark Trees—and has been in the apple-raising business the best part of a good, long, useful life-time.

"This apple is certainly worthy of the name GOLDEN DELICIOUS," he went on to tell us. "Beautiful size and shape for shipping and the best in quality of any apple I ever tasted since you introduced Stark Delicious. Stark's Golden Delicious has the valuable characteristic in having very few blank blossoms that do not set fruit. It grew to maturity every blossom set this year—*not one set dropped off.* Furthermore, I have eaten this apple in October and in the March following and the quality kept perfectly."

The photo at left shows part of this year's crop of one Stark's Delicious tree in Mr. Wilson's orchards. The leaves were removed from branches to give the fruit chance to show in photograph. What do you think of this tree as a heavy bearer?

Photo taken by Silas Wilson in the famous 750-Acre Wilson Orchards



HON. SILAS WILSON
of Idaho and Iowa, enthusiastic grower of Stark's Golden Delicious—owner of 750-acre orchards. Partial view of one of his Stark's Golden Delicious crops on one tree is shown here. Note great size of Stark's Delicious single specimens at top.

STARK'S GOLDEN DELICIOUS

Grows Bigger on the Tree Than Shown in Our Photographs

We took just one Stark's Golden Delicious at random from a box from Mr. Wilson's orchards and held it over the colored reproduction of one of the Stark's Golden Delicious shown on the colored plate in our Colored Fruit Plate Book.

See the result—in the photo at right. The real Stark's Golden Delicious—just off the tree—is considerably larger than the photograph shows.

It has always been our practice to be very careful in showing pictures of Stark fruits. We prefer to underestimate rather than risk even the appearance of exaggeration. Not only do "Stark Trees Bear Fruit" but Stark Bro's advertising literature bears a truthful, accurate message to every fruit lover and fruit-raiser.

